

FIG. 1

100

CONSUMER: JOHN DOE; PRODUCT: DOWNHILL SKI; RAW		110
ATTRIBUTE ¹¹²	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE	114
COLOR	YELLOW/6; BLUE/2; GREEN/0	
PRICE	\$450/9; \$550/3; \$650/0; \$750/X	
BRAND	ROSSIGNOL/10; VOLKL/0; FISCHER/2; K2/5	
TYPE	ALL MOUNTAIN/0; JUNIOR/X; SLALOM/5; GS/8	

FIG. 2

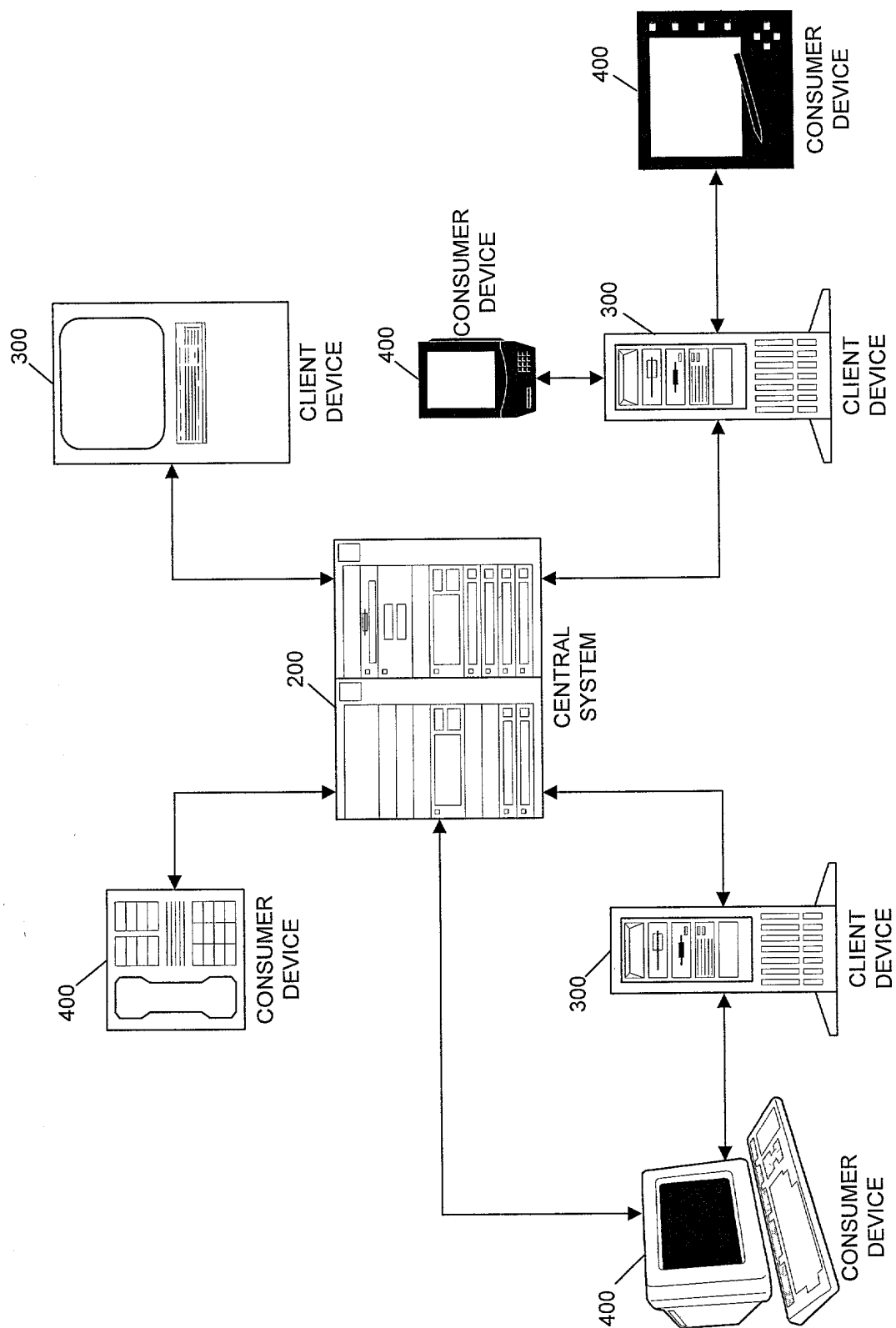


FIG. 3

200

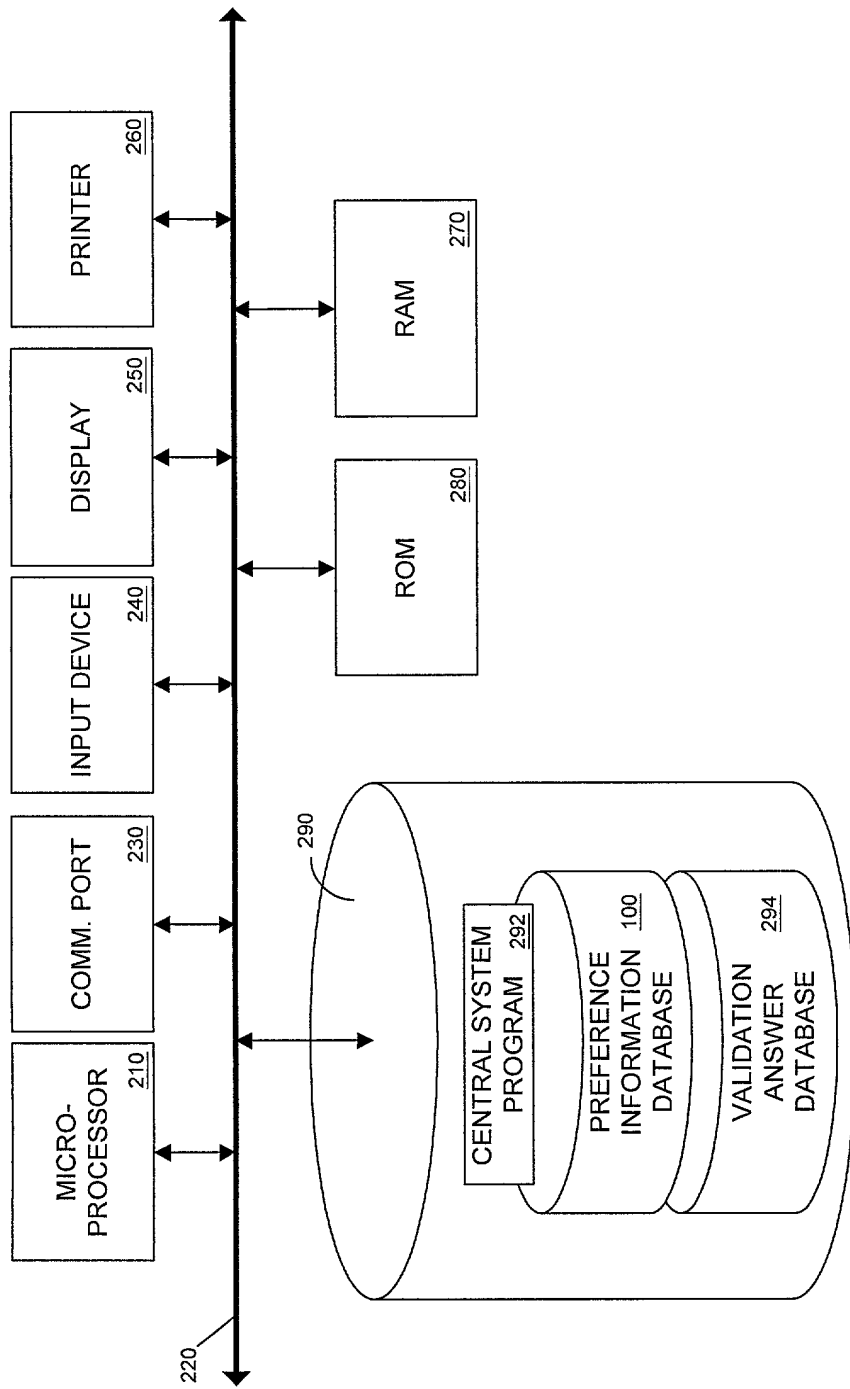


FIG. 4

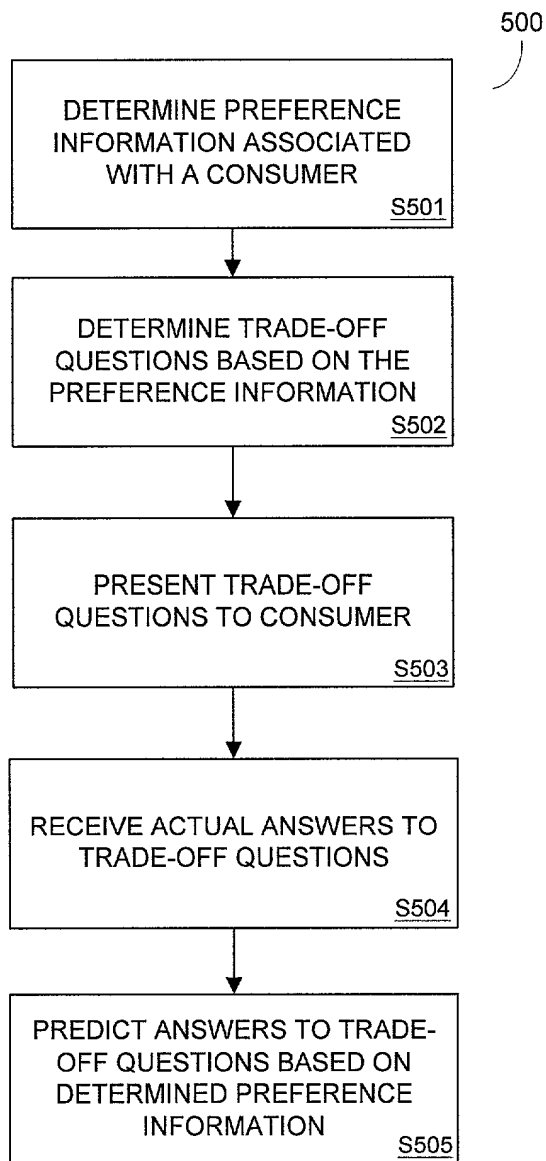


FIG. 5

100

CONSUMER: JOHN PUBLIC; PRODUCT: DOWNHILL SKI; RAW		110
ATTRIBUTE ¹¹²	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE	114
COLOR	YELLOW/0; BLUE/6.8; GREEN/2.72	
PRICE	\$450/4; \$550/2; \$650/0; \$750/X	
BRAND	ROSSIGNOL/10; VOLKL/3; FISCHER/0; K2/5	
TYPE	ALL MOUNTAIN/1.82; JUNIOR/1.04; SLALOM/0; GS/2.6	

FIG. 6

700

COLOR/ PRICE	\$450	\$550	\$650	\$750
BLUE	10.8	8.8	6.8	N/A
GREEN	6.72	4.72	2.72	N/A
YELLOW	4	2	0	N/A

FIG. 7

TRADE-OFF QUESTION	OBJECT 1		V.	OBJECT 2		ACTUAL PREFERENCE INTENSITY	PREDICTED PREFERENCE INTENSITY	PREDICTED SUBGROUP PREFERENCE INTENSITY
1	\$550	ALL MOUNTAIN		\$450	JUNIOR	-150	-61	-176
2	GREEN	ROSSIG-NOL		BLUE	VOLKL	100	146	96.5
3	\$450	ALL MOUNTAIN		\$550	GS	50	61	45.5
4	\$550	GS		\$450	JUNIOR	-50	-22	5.5
5	YELLOW	ROSSIG-NOL		BLUE	VOLKL	50	10	61
6	BLUE	K2		GREEN	ROSSIG-NOL	-100	-46	-155.5
7	YELLOW	ROSSIG-NOL		BLUE	K2	-50	-90	-61
8	\$550	ALL MOUNTAIN		\$450	JUNIOR	200	139	-121.5

FIG. 8

1000

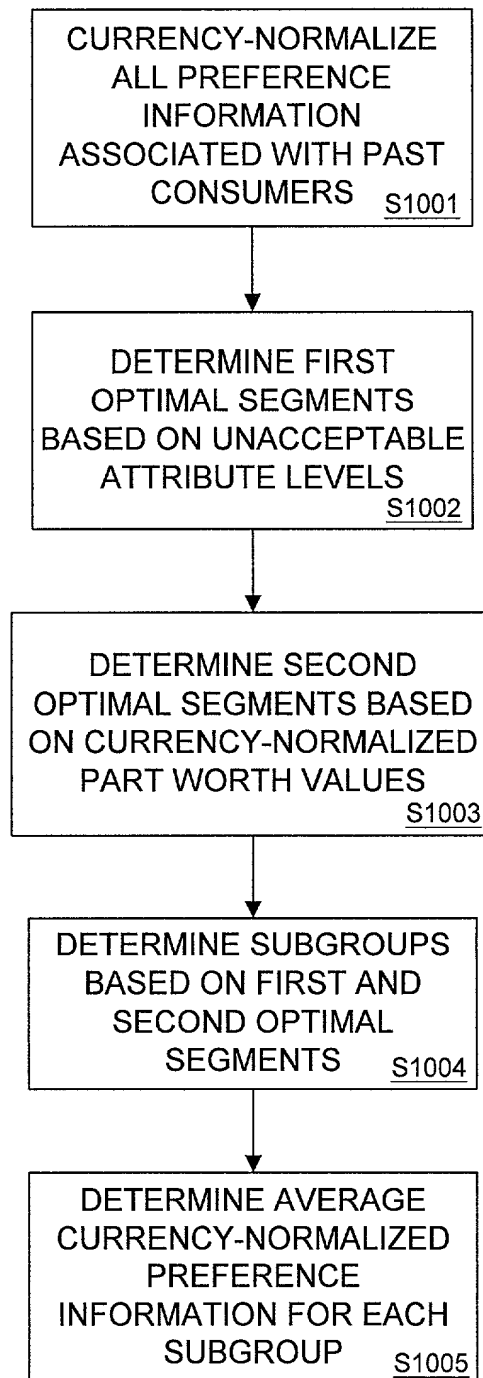


FIG. 10

100

CONSUMER: JOHN PUBLIC; PRODUCT: DOWNHILL SKI; CURRENCY-NORMALIZED			<u>110</u>
ATTRIBUTE <u>112</u>	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE		<u>114</u>
COLOR	YELLOW/0; BLUE/340; GREEN/136		
PRICE	\$450/200; \$550/100; \$650/0; \$750/X		
BRAND	ROSSIGNOL/500; VOLKL/150; FISCHER/0; K2/250		
TYPE	ALL MOUNTAIN/91; JUNIOR/52; SLALOM/0; GS/130		

FIG. 11

100

SUBGROUP: AII; PRODUCT: DOWNHILL SKI; CURRENCY-NORMALIZED		110
ATTRIBUTE <u>112</u>	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE	<u>114</u>
COLOR	YELLOW/97.43; BLUE/65.03; GREEN/0.4	
PRICE	\$450/220; \$550/87.5; \$650/43.3; \$750/0	
BRAND	ROSSIGNOL/130.43; VOLKL/34.43; FISCHER/54.43; K2/99.00	
TYPE	ALL MOUNTAIN/50.5; JUNIOR/33.2; SLALOM/51.33; GS/109.10	

FIG. 12

CURRENCY-NORMALIZE
PREFERENCE INFORMATION
ASSOCIATED WITH CURRENT
CONSUMER S1301

1300

DETERMINE OPTIMAL
SUBGROUP FOR CURRENT
CONSUMER BASED ON
ASSOCIATED CURRENCY-
NORMALIZED PREFERENCE
INFORMATION S1302

DETERMINE OPTIMAL MIXTURE
OF ASSOCIATED CURRENCY-
NORMALIZED PREFERENCE
INFORMATION AND AVERAGE
PREFERENCE INFORMATION
ASSOCIATED WITH OPTIMAL
SUBGROUP S1303

MIX PREFERENCE
INFORMATION ASSOCIATED
WITH CURRENT CONSUMER
WITH AVERAGE PREFERENCE
INFORMATION ASSOCIATED
WITH OPTIMAL SUBGROUP
BASED ON DETERMINED
OPTIMAL MIXTURE S1304

FIG. 13

100

CONSUMER: JOHN PUBLIC; PRODUCT: DOWNHILL SKI; STABILIZED			110
ATTRIBUTE ¹¹²	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE		114
COLOR	YELLOW/111.11; BLUE/55.67; GREEN/.2		
PRICE	\$450/213; \$550/76.7; \$650/2.2; \$750/X		
BRAND	ROSSIGNOL/180.95; VOLKL/16.61; FISCHER/49.94; K2/105.76		
TYPE	ALL MOUNTAIN/30.1; JUNIOR/X; SLALOM/80.66; GS/145.45		

FIG. 14

CONSUMER: JOHN PUBLIC	DOWNHILL SKI	DATA COLLECTED: 12/12/01, 5:23 PM
ATTRIBUTE	ATTRIBUTE LEVEL/ASSOCIATED CURRENCY - NORMALIZED PART WORTH VALUE	
COLOR	YELLOW \$UTILITY = 111.11	BLUE \$UTILITY = 55.67 GREEN \$UTILITY = .2
PRICE	\$450 \$UTILITY = 213	\$650 \$UTILITY = 2.2 \$750 \$UTILITY = X
BRAND	ROSSIGNOL \$UTILITY = 180.95	VOLKL \$UTILITY = 16.61 FISCHER \$UTILITY = 49.94 K2 \$UTILITY = 105.76
TYPE	ALL MOUNTAIN \$UTILITY = 30.1	SLALOM \$UTILITY = 80.66 GS \$UTILITY = 145.45
"X" REPRESENTS PART WORTH VALUES THAT ARE UNKNOWN BECAUSE ASSOCIATED ATTRIBUTE LEVELS ARE UNACCEPTABLE TO CONSUMER.		

FIG. 15